CLAIMS

1. A simplified Insulated Bottle, characterized by the combination of a portable, rigid polymer, standable Receptacle enclosing an adapted, removable, reusable, closure-capped polymer Bottle, said Receptacle comprising a single walled, cylindric, hollow, first end open, second end closed, integrally ribbed inwardly vertically, outer formed Body, united with an adapted, hollow, single walled, flat based, shorter Upper Cup, said Bottle being a blow moulded, narrow neck threaded, horizontally outwardly ribbed Bottle closed with an adapted, top flat, reusable, threaded Closure Cap, said closure-capped Bottle being stored in a standing, base resting, body mostly spaced apart, top kept down by said Body secured said Upper Cup, horizontal movement restrained manner, said Bottle's maximum external width being less than least internal widths of said Body and said Upper Cup, said Receptacle being fully opaque with incorporated or applied reflectivity or, fully clear, said Body taking alternatively to said Bottle's base to upright body end, an upright, standard 12 oz can, said Receptacle alternatively taking within its inner height limits, an upright can of width similar to said 12 oz can but taller.

2. A standable Receptacle as claimed in claim 1, wherein a longer Body and a shorter Upper Cup unite to form said Receptacle, said Body and said Upper cup having adapted threads on their open ends for mutual but limited mating, the mating ensuing inner form being sufficient to enclose securely an adapted, closure-capped Bottle, said stored Bottle being base rested and kept down by top of said

secured Closure Cap by said Body's inner base and said Body secured said Upper Cup's inner base respectively, said Receptacle's inner being mostly spaced apart from said stored Bottle.

3. A specifically shaped, sized, closure-capped polymer Bottle meant to be stored within an adapted Receptacle, as claimed in claim 1, said Bottle having a first, narrowest, open neck end, a widening shoulder, an upright, horizontally outwardly ribbed body and a closed base, said Bottle so sized that said closure-capped Bottle's total height is just sufficient to allow it to be stored securely within an adapted Receptacle, and said Bottle so shaped that said base and said ribbed body portion will be inside the longer Body part of said Receptacle and said narrowing shoulder and said narrowest neck will be within the said Body attached shorter Upper Cup part of said Receptacle.

4. The Body of a Receptacle as claimed in claims 1 and 2, said Body's open end's outer having top down threads to take an adapted Upper Cup, and below said threads, shaped, vertical grooves till base, said Body having integral, inward, vertical ribs, said inward ribs mostly spacing apart said storing Body's inner from stored Bottle's upright portion, and said Body having a holding strap or holding handle.

5. An Upper Cup as claimed in claims 1 and 2, said Upper Cup having a flat sided base with a depending down sided wall, said wall end having a depending, outward, horizontal, flat ring, said ring end having a downward depending, internally threaded skirt for mating with the

Body, said flat ring limiting said mating of said Cup to said Body, said Upper Cup on being secured to said Body, having its said base's inner kissing the top of said Body seated Bottle secured Closure Cap.

6. The combinational result of two sets of opposite facing, different direction ribs within an Insulated Bottle device, one set on the Receptacle's Body's inner and the second set on the outer body of the adapted Bottle stored within said Body, as claimed in claim 1, said ribs of said Body going inwardly but being vertical, and of said Bottle going outwardly but being horizontal, thus the said opposing ribs restraining the horizontal movement of said stored Bottle, creating an air jacket around said stored Bottle for improved insulation, and improving impact safety of said stored Bottle.